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To: MAIL STOP AF
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Date: November 6, 2003

Number of Pages: Cover + 15

Attn: Examiner Paul L. Rodriguez

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From: Caroline Do, Esq., Reg. No. 47,529

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Re: U.S. Pat. Appln. Ser. No. 09/295,856

Filed: April 21, 1999

Title: SYSTEM, METHOD AND ARTICLE OF
MANUFACTURE FOR TRANSMISSION OF
ADVERTISEMENTS BASED ON THE
CONTENT OF AN ELECTRONIC STORAGE
MEDIUM (as amended)

Confirmation No.: 7668

Art Unit: 2125

Inventor: Todd R. COLLART

Our Ref. No.: IA 1506.01A US

AFTER-FINAL COMMUNICATION

**ATTENTION: EXAMINER PAUL L. RODRIGUEZ
ART UNIT 2125**

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P.O. Box 1450
Alexandria, VA 22313-1450

Re: U.S. Patent Application Serial No.: 09/295,856
Filed: April 21, 1999
Confirmation No.: 7668
Title: SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR
TRANSMISSION OF ADVERTISEMENTS BASED ON THE CONTENT
OF AN ELECTRONIC STORAGE MEDIUM (as amended)
Inventor: Todd R. Collart
Our File No.: IA 1506.01A US

Dear Sir:

Enclosed for filing in the above-referenced application are the following documents:

1. Transmittal Form;
2. Amendment and Response (Pages 1 – 12);
3. Communication: Request for Change of Attorney Docket Number
4. Cover Letter (Document Control Number: 5H239S); and
5. Certificate of Facsimile dated November 6, 2003.

Please acknowledge receipt of this transmittal.

Very truly yours,

DISCOVISION ASSOCIATES

A handwritten signature in cursive script, appearing to read 'Caroline Do', is written over the printed name.

Caroline Do, Esq.
Reg. No. 47,529
Senior Patent Prosecution Attorney
INTELLECTUAL PROPERTY DEVELOPMENT

CD:rmf

Enclosures

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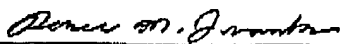
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|---|----------------------|------------------------|----------------|
| TRANSMITTAL FORM (to be used for all correspondence after initial filing) | Application Number | 09/295,856 | |
| | Filing Date | April 21, 1999 | |
| | First Named Inventor | Todd R. Collart | |
| | Art Unit | 2125 | |
| | Examiner Name | Paul L. Rodriguez | |
| Total Number of Pages In This Submission | | Attorney Docket Number | IA 1506.01A US |

| ENCLOSURES (check all that apply) | | |
|---|--|---|
| <input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below): Request for Change of Attorney Docket Number; Cover Letter; and Certificate of Facsimile dated November 6, 2003 |
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| Firm or Individual name | DISCOVISION ASSOCIATES -- Intellectual Property Development 2355 Main Street, Suite 200, Irvine, CA 92614 -- U.S.A. -- Tel: (949) 660-5000 |
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| Typed or printed name | Renee M. Franks | | |
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This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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